

NEW MOVIES SHOW LARGE EVOLUTION IN SCREEN FILMS

Recently Foreshadowed Reforms Are Being Made All Along Line.

WAGE CUTS NUMEROUS Efficiency Insisted Upon in Instances Where Favoritism Once Ruled.

PICTURES ARE IMPROVING Vamps Lose Attraction and Real Authors Get Chance Long Desired.

The Famous Players-Lasky Corporation has reopened its big Long Island plant with two companies operating in space for ten. After a wholesale shutdown this resumption of work, motion picture producers hope, foreshadows a general reawakening of activity in the film business.

But reports coming in lately from Los Angeles indicate that the regeneration of the movie business which film officials anxiously looked forward to seeing occur around the beginning of February will not take place so soon. A man connected with one of the leading film companies who returned recently from the California producing center said that 85 per cent. of the normal business there was at a standstill.

One big commercial studio which rents its stages to various producing companies and requires at least fifteen companies on its "lot" to pay a weekly overhead of \$20,000 had only three companies operating. Another big concern noted for the prolific manner in which it has hitherto turned out pictures for weekly programme release had only one company working.

Even tradespeople who had earned a livelihood on the fringe of the motion picture industry by catering to the wants of its employees are reported to be shutting up shop. In all Los Angeles and Hollywood, where a hundred camera men have been known to work at one time, only fourteen were reported a short time ago to be turning the crank, and they weren't very optimistic as to how long their employment would last.

Julian Eltinge Quits Work.

So uncertain has been the outlook that Julian Eltinge, who has generally been counted upon to be a big draw with his feminine impersonations in which he has topped his latest picture, "The Fascinating Widow," while it was being filmed. Members of his company have been paid off with several weeks' salary, and the photograph has been abandoned for the time being.

Another sign with which the film folk encourage themselves is that Marshall Neilan, one of the capable independent producers, has just embarked on the shooting of a feature picture requiring the services of 2,000 extras. But none of the programmes of the big companies shows any expansion for the coming year, most of them containing themselves with fewer and better pictures in the form of special productions.

When THE NEW YORK HERALD published its exclusive story a couple of weeks ago that business in the motion picture field was stagnant and that the coming year would witness this programme of fewer and better pictures many photoplay executives were quick to rush into print with denials. They declared that misleading reports were spread by irresponsible extras who knew nothing about the internal economy of the movies, and that stories of the working forces of the film industry being cut down related only to these hundreds of supernumeraries, regardless of the fact that the evidence of their own announcements showed that numerous stars who formerly appeared separately were now being crowded into one picture.

Subsequent reports from Los Angeles, however, proved that the story in this respect was correct and that its statement of a reduction of 50 per cent. in the film business error, if anywhere, on the side of conservatism. A short time ago Jesse L. Lasky, first vice-president of the Famous Players-Lasky Corporation, in charge of production, returned from a trip to the coast and virtually acknowledged the truth of the story in THE NEW YORK HERALD in a statement which indicated that there would be a reorganization of the industry, with a weeding out of many incompetent and overpaid actors and directors, who had managed to cling to the business during its era of great prosperity.

Lasky Alarms Film Players.

His statement has stirred up considerable alarm among film players and directors. They view it as a harbinger of a general slashing of salaries all along the line, even among those actors who remain. Out West the film actors' labor union organization has taken steps looking toward a closer working agreement with the Actors Equity Association in the hope of forcing the producers to maintain the present level of movie salaries.

The lesser fry among the directors and players have charge that the slump has been engineered in the business by the big producers with the aim of pleading diminished receipts and so getting an excuse for cutting down pay. But even if this were the case impartial observers, who deny the truth of this charge, point out that if the public demand for pictures were actually as great as heretofore the producers would be quite as willing to pay the big salaries as they were in the past when the public was clamoring for pictures.

As Joseph Blum, manager director of the Strand and one of the leading exhibitors to the country, states, "the day of the factory-made picture is past." He believes that movie stars will hereafter get just as much as they are worth to the public. This means that there will be no particular diminution in the salaries paid to stars of the first rank, such as Mary Pickford, Douglas Fairbanks, Charlie Chaplin, Norma and Constance Talmadge, William S. Hart, Will Rogers and others of their class.

But the salaries paid to minor talent will in the future more nearly approximate those paid to players of equal standing on the opening stage. The leading man who gets \$700 a week will be much rarer, and hereafter movie producers expect it will be considerably harder to get second actors who are willing to accept \$100 a week.

Investors Apply Brakes.

One influencing factor in this tightening up of the industry has been the WOMEN—Photographers, bookkeepers, building for positions or better opportunity use the Help Wanted ads. in Section Six in-day—ade.

entrance into the movie field of money from regular financial channels. Movie folk at first hailed the advent of abundant Wall Street money into the industry as meaning its transformation into a Midaslike Paradise. Every one, they fondly expected, would soon be rolling in wealth.

They soon learned to their astonishment that Wall Street would not tolerate the loose business methods, the wastefulness and the favoritism which had crept into the movie industry and eaten up much of its profits. Expert accountants and efficiency engineers were set at work investigating movie companies by the bankers, and the result has been a paring down of the unessential and the extravagant, leading to a reduction in exorbitant salaries.

Another vital element in the situation is the renewed competition of foreign films. "Passion" has already shown what Europe has been able to develop on the films since the war, and at least a score of films that are reported to be just as fine are expected soon on the domestic market from Norway, Germany, Italy and England. Foreseeing this, movie producers feel that now is the time to clean house at home and brace the native industry for this rivalry.

What is said to be a predominant reason for the caution exercised by producers in turning out more pictures is the fact that many are overstocked with pictures. The public is looked upon as being satiated by films which emphasized the note of sex continually, at the expense of a story that should move and maintain the interest with a variety of incident.

The artificial sex play, with its hectic, impossible vamps—none of whom ever existed in real life—is regarded as a thing of the past by John Emerson, who with Aida Lous, forms one of the leading independent producers of to-day. While the present crisis may work injury on some actors, he regards this shaking down on the whole as a good thing for the industry, since it will put it on a more efficient basis.

Author Moves Ahead in Films.

The most hopeful sign in this whole period of evolution to Emerson is the emerging predominance of the author. He views with gratification the engagement of Famous Players-Lasky, Goldwyn and other important firms of such eminent authors as Edward Knoblock, Rupert Hughes, Arnold Bennett, Sir Gilbert Parker, Mary Roberts Rinehart, Booth Tarkington, Somerset Maugham and Avery Hopwood to write scenarios direct for the screen, supervising the production himself and insuring that some continuity writer does not change his whole idea and convert it into conventional movie intrigue. Besides giving each production a distinctive note under the author's direction, Emerson believes that the entrance into films of men of such matured and well-poised powers of observation will bring the movies closer to life, assuring them thereby of greater public appeal.

One solution of the present difficulties which is being recognized by motion picture promoters as having great weight is that of W. W. Hodkinson, former head of Paramount, and now a large distributor on his own account. Briefly, his principle is to have a number of producers, working independently, who distribute through a common agency, taking counsel with the head of the agency as to the kind of pictures he thinks the public likes. This, Hodkinson contends, would inaugurate a system of selective exhibiting by the small exhibitor, who could take his choice instead of taking the blanket product of a company which distributes its own wares, as often happens now, and compels the good pictures to carry the burden of its failures, resulting in a loss of public confidence.

WANT COMPROMISE IN LOCKWOOD FIGHT

Effort to Be Made at Conference To-morrow to Ad-just Differences.

UNTERMYER TO ATTEND

May Refuse to Continue if McWhinney Is Reappointed to Committee.

With the fate of the Lockwood committee hanging upon the result of a conference to be held in Albany to-morrow, it appeared probable yesterday that an effort would be made to effect a compromise between the Untermyer-Lockwood forces, who have been insisting upon a thorough investigation of the banks and insurance companies, and their opponents, who thus far have battled successfully to prevent such an investigation.

This conference will be attended in all probability by State Senator Clayton R. Lusk, leader of the upper house; Speaker H. Edmund Machold, Senator Charles G. Lockwood, chairman of the Committee on Housing, and Samuel Untermyer, who has been giving his services to it since it began its public hearings, with the record so far of about 200 indictments. Mr. Untermyer and Senator Lockwood are expected to leave this city for Albany to-morrow morning.

At the conclusion of this conference it probably will be known whether Mr. Untermyer will continue to act as volunteer counsel to the committee in conducting a further investigation to delve into the relation of the loan market to the housing shortage, and his decision doubtless will hinge upon the success which the compromise proposal meets.

More than ever before Mr. Untermyer is satisfied that the committee's work cannot be completed without an overhauling of the loan situation, which can only be done through questioning of officers of financial institutions under broad inquisitorial powers. It is also understood that Mr. Untermyer will refuse to continue if Assemblyman McWhinney is reappointed to the committee by the Legislature because of his recent action in voting against the resolution for greatly increased powers.

DAIRYMEN'S LEAGUE MOVES.

Principal Offices to Be in Utica; Branch to Remain Here.

The Dairymen's League, Inc., yesterday began the work of transferring its principal offices from 308 Fifth avenue to Utica, N. Y., where it will occupy a four story building. A branch office for the league's contract, sales and other departments will be retained at the present Fifth avenue address.

At the close of business Thursday a

total of 37,777 contracts in which league members guaranteed to deliver their milk to the Dairymen's League Cooperative Association had been filed at league headquarters. As soon as 50,000 dairy farmers shall have signed the agreement, the league will start the operation of its plan to pool the proceeds of milk sold through the association.

NEWTON DEFENDS LOYAL CUSTOMS INSPECTORS

Collector Says Staff Desires to Weed Out Dishonesty.

Formulation of charges and of the evidence upon which they rest was completed yesterday against one additional customs inspector, Collector Byron R. Newton announced.

When the Collector was told that the inspectors and examiners, as a whole, were inclined to resent what they considered a wholesale indictment of the integrity of the service and that a committee of their local organization intended to wait upon him, he said he would be very glad to receive such a delegation and to reiterate what he already has assured the newspaper reporters repeatedly—that the morale of the service, as a whole, is sound.

"Men who have acted in collusion with habitual smugglers," he said, "are decidedly exceptional. Furthermore, I am confident nobody is more anxious to weed out the unreliable and unfaithful delinquents than are the rank and file of the customs inspection service. Some of these men have helped loyally to purge the force of the undesirable."

"In fairness to the force as a whole," continued the Collector, "I want to say that the majority of the men in the customs service are honest and loyal, and under no suspicion whatever. It is unfair and unjust that these men should suffer from the corrupt conduct of a few, and I hope the public will understand that the purpose of this investigation is not to discredit the customs personnel as a whole. I have no doubt we shall be able to get rid of the limited number of undesirable and to suppress the practices for which they are responsible."

AN OPPORTUNITY FOR A YOUNG AD- VERTISING MAN.

We want a capable assistant in our Advertising Department. He should have a knack of writing sincere, spirited copy; a penchant for ideas; with enough experience to be familiar with the mechanical processes of advertising—in short an energetic, ambitious young man who will make himself generally useful. The man we choose will find himself in congenial company with every chance to better himself. Apply by letter only, stating in detail your experience and such other information that might help us to form a better idea of you. Address Advertising Department,

BRILL BROTHERS,
B'way & 49th Street.

Full Sized Hair Nets—Cap and Fringe Shapes, 1.00 Dozen

Arnold, Constable & Co.

5th Avenue at 40th Street

Bedding

At substantial reductions for immediate clearance

An odd lot of white cotton and wool Blankets at very low prices to close.

Single Bed Size. Formerly 7.50. Clearance 5.95 Pr.

Double Bed Size. Formerly 9.75 Pr. Clearance 7.95 Pr.

Extra large double bed size. Formerly 12.50. Clearance 9.95 Pr.

Comfortables covered with Silkoline in floral and Persian effects—filled with the softest cotton. Exceptionally low priced at 3.35 Ea.

Figured Silk Mull in a jacquard design with plain back and border to match—wool filled. Formerly 18.00. Now 12.50

Toilet Goods

Less Than Regular Prices

Imported French hand drawn Nail Brushes with bone backs and genuine bristles. Formerly 1.25 to 2.00. Special 1.00

Imported French Shampoo Brushes—pierced hard wood backs—hand drawn bristles. Formerly 2.00. Special 1.25

"British Squares" Bath Tablets—a delicately scented imported Bath Soap—will lather well in hard or soft water. In Verbena and Eau de Cologne. Formerly .50 Cake. Now .45 or 4 cakes for 1.60

Men's and Women's

Umbrellas

COTTON GLORIA—practical umbrellas for the stormy days to come—handsomely trimmed handles for women and plain styles for men.

Value 3.75 Now 2.75

SILK GLORIA—strap, loop and ring handles for women—imported wood handles for men. Value 6.75 Now 4.75

Rugs

Less Than Former Prices

Royal Wiltons

Sizes	Formerly	Sale Price
27x34	21.00	17.00
36x63	23.00	19.50
46x76	50.00	42.00
69x90	112.50	92.50
90x106	147.50	122.50
90x120	167.50	137.50
113x136	235.00	185.00

Chenille Axminsters

Imported from Scotland—woven of the most durable materials—in a complete and well assorted line of designs and color effects—adaptable to home, office or club use.

Sizes	Formerly	Sale Price
32x63	17.00	14.25
3x6	21.50	18.00
4x7	35.00	29.50
6x9	65.00	55.00
7.6x9	77.50	65.00
9x10.6	105.00	89.00
9x12	120.00	100.00

Extraordinary Values in Silks

Better qualities at lower prices than replacement values quoted elsewhere.

Washable Satin

Of a heavy lustrous quality—in Ivory, Orchid, Turquoise, Flesh, Tan and Mauve. Regularly 3.00

1.75

Georgette Crepe

White	Flesh	Pink
Mauve	Turquoise	Cardinal
Old Rose	Peach	Porcelain
Taupe	Steel	Burnt Orange
Sea	Plum	Navy
Myrtle	Tobac	Black

Formerly 2.00

1.45

Colored Taffeta

Teal	Mauve	Nickel
Purple	Taupe	Emerald
Myrtle	Cardinal	Royal Blue
Coral	Copper	Navy
	Black	

Formerly 3.00

1.95

Drastic Reductions in the Final Clearance of Winter Coats

Women's Coats of superior Wool Velour as illustrated enriched with large collars of Nutria fur—silk lined throughout and warmly interlined—in the most wanted shades.

Heretofore Selling at 75.00

47.50

Other Coat Models

For women and misses—developed in the best styles and of fashionable high grade materials. Phenomenally low priced at

28.00 38.00 63.00



A Remarkable Sale of Men's Good Shirts

Worth Buying

Because they are practical, durable and very exceptional values.

Fine woven Madrases and the better grades of striped Percales. Values 3.50 to 4.50. Now 2.65

Shirts made from French Percales and English Madrases. Value 5.00. Now 3.75 (Tax .08)

David and John Anderson's Scotch Zephyr Madrases—custom ready to wear shirts. Values 7.50 and 8.50. Now 5.50 (Tax .25)

Arnold's Double Weight Silk Shirts—known as the finest of all silk shirts and sold throughout the country on that basis. Value 14.50. Now 9.95 (Tax .70)

Great Reductions Prevail in the Fur Clearance



Hudson Seal Coat. Formerly 325.00. Clearance Price 227.50

Hudson Seal Coat—Squirrel collar. Formerly 458.00. Clearance Price 320.60

Hudson Seal Coat—Beaver collar and cuffs. Formerly 475.00. Clearance Price 332.50

Hudson Seal Coat—plain model. Formerly 695.00. Clearance Price 486.50

Mink Coat—fine quality skins—44 inches long. Formerly 2,000. Clearance Price 1,400

Skunk Cape with long stole front. Formerly 395.00. Clearance Price 276.50

Scarfs in Fox, Skunk, Hudson Seal, Mole, Mink and Sable—priced according to pelts and qualities. Formerly 27.50 to 595.00. Clearance 22.00 to 476.00

Illustrating One of the Many Smart Blouses

In the special section on the Second Floor devoted to the sale of the newest cotton novelties and tailored styles in women's Blouses at the extremely low price of

1.95

The pictured model is of dainty white Batiste with Gingham trimmings in Pink, Blue, Bisque and Green.

25% Off Discontinued Blouses, including Georgette, Crepe de Chine and Lingerie Models.



Women's Silk Hosiery

In a Very Special Sale at .95 and 1.95 Pr.

Pure Thread silk twisted with fibre to insure durability—fine, even weave with seam at the back. In Black, White and Dark Brown.

Pair .95

Pure Thread Silk Hosiery free from chemical adulterations—full fashioned—elastic cotton tops. In Browns, Greys, Silver, Navy or Black.

Formerly 2.95 Pr. Now 1.95

Women's Knit Underwear

Vests of Swiss ribbed lisle thread—very superior quality with band or bodice tops. All sizes. Regularly .60 Ea. Special .39

Combination Suits of fine ribbed lisle, light weight, excellent quality—with band or bodice tops. Reinforced—all sizes. Regularly 1.25. Special .78

Plush Motor Robes

Now 15.00

On Special Sale in the Men's Department on the Main floor. Plush Robes of extra heavy double weights—black with reversible side of bottle green. Formerly 22.50

Hundreds of Dozens of Towels

Reduced for Clearance

Hemmed All Linen Type Glass Towels for Kitchen use—name woven in the borders—extra fine and very absorbent. .75 Ea.

Huck Towels of various qualities, including Cotton, Union and all Linen. Were 5.00 to 16.75 dozen. To Close 4.25 to 12.75

Fancy Linens

For immediate disposal prior to the arrival of new orders. Doilies, Centerpieces, Scarfs, Tray Covers, Tea and Luncheon Cloths—also Sets that are all hand worked.

1.35 to 57.50

New

Wool Fabrics

Very Specially Priced

All Wool Dress Serge—41 inches wide—soft finish—in Navy, Midnight Blue, Sand, Beaver, Grey, Taupe, Reseda and Myrtle. Special 1.50 Yard.

Wool Jersey Cloth—54 inches wide—new Spring shades include Tan, Beaver, Brown, Taupe, Grey, Copen, Navy, Pekin, Rose, Steel and Black. Special 2.25 Yard

.75 Veiling

Specially Priced at

.50 Yard

Fancy Meshes, Chenille Dots, Octagon and Plain Meshes—all the new Spring shades and designs in Taupe, Brown, Navy and Black.

Exceptional values.

ADVANCE STYLES IN YOUNG LADIES' AND GIRLS' SPRING APPAREL

We have adapted the newest Parisian idea in our exclusive models in knitted dresses for young ladies from 14 to 20 years, and present also advanced styles in knitted sweaters and skirts appropriate for sports wear.

For our newest creations in dresses for girls from 4 to 14 years we have imported many distinctive patterns in gingham, Japanese crepe and English linens.

Our spring productions are being presented at much lower prices than have been available for a number of years.

DE PINNA

Fifth Avenue at 50th Street